

16th YEAR • A WEEKLY PUBLICATION

# 1956

# Calendar

8 EAST 77th STREET  
NEW YORK 21, N. Y.

TRAFALGAR 9-2343

# fashion

*File Copy*  
*5/7/56*

january

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

february

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

march

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

april

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

WEEK OF  
may

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

june

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

july

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

august

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

september

S	M	T	W	T	F	S
2	3	4	5	6	7	$\frac{1}{8}$
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

october

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

november

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

december

S	M	T	W	T	F	S
2	3	4	5	6	7	$\frac{1}{8}$
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

january - 1957

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

february - 1957

S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

march - 1957

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
$\frac{24}{31}$	25	26	27	28	29	30

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, MAY 7, 1956</u>			
Monday May 7 9:00 A.M. Breakfast	PREVIEW OF COUTURE FASHIONS IN LOS ANGELES Edith Small's advance Fall collection of suits, dresses and costumes in Los Angeles. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	EDITH SMALL ORIGINALS (122 E. 16 ST., L.A.)	BEVERLY HILLS HOTEL LOS ANGELES, CALIF.
Monday May 7- May 8 11:00 A.M.	SUMMER SEPARATES BY ELIZABETH PHELPS "Trade Winds Collection"---informal showings of Summer separates by Elizabeth Phelps, from 11:00 to 4:00. Publ: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	5TH FLOOR COUNTRY CLOTHES SHOP
Monday May 7 2:30 P.M.	SUMMER FASHIONS BY SUZY PERETTE Press invited. Open to public. Publicity: Pat Keller, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Monday May 7- May 11 2:30 P.M.	OPENING OF FALL COLLECTION Showing of sweaters, skirts, and dyed-to-match coordinates; also Doris Day sweaters and sportswear. Publicity: Mad-Ilyn Associates, BR. 9-5967.	LITTLE MISS ENGLISH	1410 BROADWAY SHOWROOM - 17TH FLOOR
Beginning Monday May 7	OPENING OF FALL JUNIOR COLLECTION Showing of Petti sportswear; and Joan Miller dresses. Contact: LO. 4-6100.	RHEA MFG. CO.	1407 BROADWAY SHOWROOM - 39TH FLOOR
Beginning Monday May 7	OPENING OF BACK- TO-SCHOOL COLLECTION Continuous daily showings. Contact: Liz Saunders, PE. 6-2385.	LITTLE ALICE STUART	112 WEST 34TH STREET SHOWROOM - 8TH FLOOR
Tuesday May 8 10:30 A.M.; 2:30 P.M.	OPENING OF FALL BRIDAL COLLECTION Opening of the Fall bridal collection designed by Gaston Mallet. By reservation only. Contact: Florence Hamburger, BR. 9-2680.	MURRAY HAMBURGER	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday May 8 12:00 Noon Luncheon	SCHOLARSHIP AWARD LUNCHEON "Is There a Return to Front and Back Parlors?"--"New Homes vs. Home Furnishings: Where's the Lag?". Speakers: Harold Schwartz, Consultant; Carl Norcross, "House and Home". Prices: \$4.85, members; \$5.85, guests. Contact: Josephine Brush, MU. 7-8122.	NAT'L HOME FASHIONS LEAGUE (144 E. 44 ST.)	HOTEL ROOSEVELT PALM TERRACE SUITE
Tuesday May 8 12:30 P.M. Luncheon	CHRISTIAN DIOR SWIMSUITS AT LUNCHEON Luncheon showing of Cole of California's Christian Dior swimsuits, available at B. Altman & Co. Press by invitation. Public by reservation; contact: PL. 5-1000. Produced by Mary Alice Rice, CI. 6-1790.	COLE OF CALIFORNIA	HOTEL AMBASSADOR BALIROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday May 8	OPENING: FALL BRIDESMAID DRESSES Fall bridesmaid dresses at continuous showings. Contact: WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday May 8	OPENING OF FALL BRIDAL COLLECTION Bridal fashions for Fall at continuous showings. Contact: PE. 6-0886.	MILADY BRIDALS, INC.	499 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Beginning Tuesday May 8	OPENING OF FALL BRIDAL COLLECTION Bridesmaid and bridal fashions, designed by Miss Judy. Contact: BR. 9-0985.	JOY TIME FROCKS	525 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Wednesday May 9 9:00 A.M.- 11:00 A.M. Breakfast	"SHEER FLATTERY" MAKE-UP AND FASHIONS Introduction of Lady Esther's new complete cream make-up "Sheer Flattery", with fashions from French Fabrics Corp. By invitation only. Contact: Ethel Aaron, Robert S. Taplinger & Assoc., PL. 7-8040.	LADY ESTHER; FRENCH FABRICS CORP.	PARK LANE HOTEL CRYSTAL ROOM
Wednesday May 9 10:30 A.M.	PREVIEW OF FALL SEPARATES COLLECTION Preview of Fall separates and coordinates. Contact: Newton Herson, LO. 4-6063.	KORDAY SPORTSWEAR, INC.	1385 BROADWAY SHOWROOM - 3RD FLOOR
Wednesday May 9 12:00 Noon Luncheon	CHILDREN'S DIVISION LUNCHEON MEETING "Fashion in a Child's World"--Speaker: Estelle Hamburger, Merchandising Consultant. Commentator: Despina Messinesi, "Vogue". Chairman: Beryl Tucker, "Parents" Magazine". Prices: \$6.00, members; \$7.00, guests. Contact: CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM
Beginning Wednesday May 9	OPENING: BACK-TO- SCHOOL COATS & SUITS Continuous daily showings. Contact: LO. 4-9262.	AINTREE MODES, INC.	500 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Thursday May 10 9:30 A.M. Breakfast	PRESS PREVIEW OF SUMMER SPORTSWEAR "Macy's By The Sea"--a collection of active sportswear and bathing suits. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday May 10 3:00 P.M.	ANNUAL FASHION SHOW BY STUDENTS "Footlights on Fashion"--presented by students, and featuring clothes by Oppenheim Collins. Invitations on request. Contact: Frieda Curtis, 45 W. 34th St., CH. 4-5288.	LABORATORY INST. OF MERCHANDISING	HOTEL SHERATON-McALPIN GRAND BALLROOM
Thursday May 10 4:00 P.M. Cocktails	PREVIEW OF DAYTIME & COCKTAIL DRESSES Preview of daytime and cocktail dresses. By invitation. Continuous thereafter in their showroom. Contact: Sylvia Bernstein, WI. 7-7920.	ALIX OF MIAMI (1407 BROADWAY)	HOTEL PLAZA CRYSTAL ROOM
Friday May 11 9:30 A.M. Coffee	SUMMER FASHIONS FOR THE YOUNGER SET Ohrbach's will invite the press to a preview of Summer fashions for toddlers through sub-teens. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OHREACH'S	4TH FLOOR BRIDAL SHOP



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 12- May 19	NATIONAL LUGGAGE AND LEATHER GOODS WEEK. Contact: Betty Fryman, Luggage & Leather Goods Mfrs. of America, 220 Fifth Ave., LE. 2-3960.		
May 13	MOTHER'S DAY (Sunday). Contact: Arthur Freeman, 129 W. 30 St., LO. 5-4700.		
May 14	NATIONAL COTTON WEEK (May 14 - 19). Contact: Margot Herzog, BR. 9-4920.		
Monday May 14	SUMMER COTTONS BY KAY WINDSOR	SAKS 34TH STREET	4TH FLOOR
12:15 P.M.; 6:00 P.M.	Saks 34th will present Kay Windsor's "Summer Symphony" cottons at 12:15 and 6:00 P.M. Press invited at 12:15. Publ: Arthur See, LA. 4-7000.		
Monday May 14	COTTON FASHION AWARD IN NEW YORK	LEADERS IN COTTON TEXTILE FIELD	GRACIE MANSION EAST END AVENUE
3:30 P.M.	Fourth Annual Cotton Fashion Award will be presented at Gracie Mansion by Mayor Wagner. Showing of fashions by past winners. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday May 15	FALL SHOE COLLECTION "PORTRAIT OF A LADY"	MADemoisELLE SHOES	350 FIFTH AVENUE SHOWROOM - 7419
8:45 A.M.- 9:30 A.M. Breakfast	Mademoiselle will present its Fall shoe collection for retail fashion co-ordinators at informal showings on May 15, 16, 22, 23 at 8:45 A.M. By invitation only. Contact: Renee Smith, LO. 4-3350.		
Tuesday May 15	PREVIEW OF FALL SEPARATES COLLECTION	MASKET BROTHERS	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
9:00 A.M. Breakfast	Masket's Fall separates collection, designed by Pembroke Squires and Frank Smith. By invitation only. Contact: Bernard Masket, BR. 9-7160.		

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA, INC. (FOGA)

<u>TUESDAY, MAY 15</u>			
A. Goodman & Co.	. . .	.10:30 A.M. & 1:30 P.M.	. . . .530 7TH (17 FL), WI. 7-4077
Ben Barrack, Inc.	. . .	.Continuous daily	. . . .498 7TH ( 7 FL), LO. 4-3923
<u>WEDNESDAY, MAY 16</u>			
Hannah Troy, Inc.	. . .	.1:00 P.M.	. . . .530 7TH ( 2 FL), LO. 3-0988
David Levine Co.	. . .	.2:30 P.M.	. . . .530 7TH (21 FL), LA. 4-0237
Rosalie Macrini.	. . .	.4:00, thereafter 9:00 & 4:00	.550 7TH (11 FL), CH. 4-2655
<u>THURSDAY, MAY 17</u>			
Herbert Sondheim, Inc.	. . .	.10:30 A.M.	. . . .530 7TH (20 FL), LA. 4-7540
William Fox, Inc.	. . .	.1:00 P.M.	. . . .530 7TH (21 FL), OX. 5-4070
Grabois	. . .	.1:15 P.M.	. . . .498 7TH ( 5 FL), CH. 4-2767
Larry Aldrich Co., Inc.	. . .	.2:30 P.M.	. . . .530 7TH (12 FL), CH. 4-1872
<u>FRIDAY, MAY 18</u>			
Rudolf Gowns	. . .	.10:30 A.M.	. . . .530 7TH (12 FL), WI. 7-6865
Martin Simon, Inc.	. . .	.Continuous daily	. . . .498 7TH ( 7 FL), LA. 4-2877
<u>MONDAY, MAY 21</u>			
Paul Parnes Corp.	. . .	.2:30 P.M.	. . . .498 7TH (10 FL), CH. 4-4600
<u>TUESDAY, MAY 22</u>			
Nat Kaplan, Inc.	. . .	.1:15, thereafter 1:15 & 4:00	.498 7TH (21 FL), LO. 5-4115
<u>THURSDAY, MAY 24</u>			
Samuel Winston, Inc.	. . .	.9:00 A.M. & 4:00 P.M.	. . . .530 7TH (11 FL), CH. 4-2617
Ben Reig, Inc.	. . .	.10:00 A.M.	. . . .498 7TH (23 FL), CH. 4-1542
<u>FRIDAY, MAY 25</u>			
Frank Starr, Inc.	. . .	.1:15 P.M.	. . . .530 7TH (19 FL), LA. 4-7690
Ed Gerrick, Inc.	. . .	.2:30 P.M.	. . . .550 7TH ( 7 FL), LO. 4-1820



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 15 10:00 A.M.	OPENING OF FALL COAT & SUIT COLLECTION Daily showings at 10:00 and 1:30. Contact: LO. 4-4650.	FINGER & RABINER	512 SEVENTH AVENUE SHOWROOM - 33RD FLOOR
Tuesday May 15 12:00 Noon Luncheon	PREVIEW OF FALL CORDUROY FASHIONS Cone Mills will present Fall fashions in corduroy. Publicity: Ruth Hammer Assoc., EL. 5-7872.	CONE MILLS (59 WORTH STREET)	HOTEL PIERRE COTILLION ROOM
Tuesday May 15 12:00 Noon	OPENING: MOLLIE PARNIS' FALL COLLECTION Showing on Tuesdays, Wednesdays and Thursdays. Contact: BR. 9-5014.	PARNIS-LIVINGSTON, INC.	530 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Tuesday May 15 4:00 P.M. Cocktails	PREVIEW OF FALL SEPARATES COLLECTION "Monograms"--separates and dresses for Fall. By invitation only. Trade from Wed., May 16 at 10:30 and 2:30. Publ.: Gloria Gelfand, FE. 6-8263.	SIR JAMES, INC.	1407 BROADWAY SHOWROOM - 34TH FLOOR
Tuesday May 15 4:00 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION Misses daytime, afternoon and cocktail dresses. (Note Change of Date.) By invitation. Trade from Thurs., May 24 at 12:00 and 4:00 daily. Contact: Florence Farmer, BR. 9-5991. Publ.: Saul Richman, MU. 8-1770.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday May 15 5:00 P.M. Cocktails	PREVIEW: NEWLY DECORATED FABRIC SHOWROOMS Preview of 3 new fabric showrooms, designed by William Pahlmann, A.I.D. By invitation. Contact: Dorothy Gromann, LO. 3-6400, Ext. 303.	E. I. DUPONT DE NEMOURS & CO., INC.	350 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday May 15 5:00 P.M.- 7:00 P.M.	PRESS PREVIEW OF NEW MODERN FURNITURE Introduction of new "I.D." collection of upholstered furniture designed by Ben Seibel. By invitation only. Contact: Allene Stearn, CI. 5-9300.	STAND-BILT UPHOLSTERY FURNITURE CORP.	220 EAST 23RD STREET
Wednesday May 16- May 17 9:00 A.M.- 5:00 P.M.	PRESS PREVIEW: "NEW DIMENSIONS" SHOW Celanese will preview "New Dimensions"--showing of room settings and decorative fabrics. Show designed by John and Irving Brice, A.I.D. By invitation only. Publicity: James Wiley, Ellington & Co., MU. 7-4300.	CELANESE CORPORATION OF AMERICA	16 EAST 34TH STREET MAIN FLOOR
Wednesday May 16 12:30 P.M. Luncheon	SUMMER FASHIONS BY MIGNON Mignon's Summer fashion show, coordinated by Emily Brooks. Press by invitation. Publicity: Saul Richman Assoc., MU. 8-1770.	FOR BENEFIT OF NAT'L CANCER FOUNDATION	HOTEL AMBASSADOR BALLROOM
Wednesday May 16 1:00 P.M.	PRESS PREVIEW OF FALL COLLECTION By invitation. Trade at 1:00 P.M. daily from Thurs., May 17. Contact: LO. 3-0988. Publ.: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Wednesday May 16 2:30 P.M.	OPENING OF FALL COLLECTION Opening of David Levine's Fall collection with daily showings at 2:30 P.M. Contact: Miss Fritzi, LA. 4-0234.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 16 4:00 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION Dan Keller invites press and buyers to preview his Fall dress collection. By invitation. Continuous thereafter. Publ: Margaret Hodge, PL. 5-7630.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday May 17 9:00 A.M. Breakfast	LEATHER PREVIEW BY BONNIE CASHIN Preview of Fall leather collection, designed by Bonnie Cashin. <u>Showing at 9:30 A.M.</u> By invitation. Publicity: Donna Cannon, MU. 7-5447.	PHILIP SILLS	HAMPSHIRE HOUSE THE COTTAGE
Thursday May 17 11:00 A.M. Champagne	PREVIEW: BACK-TO-SCHOOL "TOMMIES" COLLECTION Preview of "Tommies" and "Tommie-robies", designed by Harry Berger. By invitation. Contact: Betty Greenwald, MU. 9-6292. Publicity: Ken R. Williams, JU. 6-8217.	KAYLON, INC. (180 MADISON AVE.)	HOTEL VANDERBILT
Thursday May 17 12:00 Noon Luncheon	PREVIEW: COLLEGE & CAREER COLLECTION Nelly de Grab presents her Fall collection of separates, coordinates and dresses. By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.	NELLY de GRAB (533 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Beginning Thursday May 17 1:00 P.M.	OPENING OF FALL COLLECTION Showing of the William Fox Fall collection of dresses, suits, ensembles and evening fashions at 1:00 P.M. daily. Contact: OX. 5-4070.	WILLIAM FOX, INC.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Thursday May 17 4:00 P.M. Cocktails	PRESS PREVIEW: FALL FASHIONS BY GOTHÉ Preview of Gothe cocktail and evening fashions. By invitation. <u>Trade from Tues., May 22, at 1:15 P.M. daily.</u> Publicity: Nona James, MU. 5-4834.	DAVID E. GOTTLIEB	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Thursday May 17 4:00 P.M.	PREVIEW OF FALL DRESS COLLECTION By invitation. Showings daily thereafter at 10:30 and 4:00. ( <u>Note new address after May 14.</u> ) Contact: Peter Galligan, BR. 9-7880.	PHILIP HULITAR, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Friday May 18 10:30 A.M.; 11:30 A.M.	PREVIEWS OF FALL COLLECTIONS Fall dresses and ensembles by <u>Leonard Arkin at 10:30 A.M., trade 10:30 and 3:30 from May 21; Andrew Arkin at 11:30 A.M., trade 11:30 and 2:30 from May 21.</u> Contact: Miss Freddy Rosenstock, WI. 7-5324.	LEONARD ARKIN & SON; ANDREW ARKIN, INC.	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Friday May 18 12:00 Noon Luncheon	NINETEENTH ANNUAL AWARDS LUNCHEON Lord & Taylor will present their Nineteenth Annual Awards Luncheon. Price: \$6.50. Contact: Elizabeth White, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Beginning Monday May 21- June 15 9:00 A.M. And 4:00 P.M.	"BACK TO BUSINESS" CAPSULE CLINICS Previews of Fall '56 fashions from "Charm's" August-September "Back to Business" tandem issues. Showing ready-to-wear, accessories, millinery, foundations, shoes and hosiery. Open to retailers only. Merchandise-promotion clinics at 9:00 A.M. daily; store group meetings at 4:00 P.M. <u>No showings week of May 28.</u> Contact: Elaine Kanners, PL. 9-2080.	CHARM MAGAZINE	CHARM SHOWROOM 1384 B'WAY - 18TH FL.



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday May 21 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Christian Dior-New York will preview their Fall collection at 10:30 A.M. to the press. <u>Trade showings at 2:30 P.M., May 21, 23, 25, June 5, 7.</u> By invitation. Contact: PL. 7-2024.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON - 7TH FLOOR
Monday May 21 10:30 A.M.	PRESS PREVIEW: FALL COCKTAIL DRESSES Fall cocktail dresses, designed by Harriette Harra. By invitation. Publicity: Margaret Hodge, PL. 5-7630 or LO. 5-0525.	DONALD DRESS	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Monday May 21 10:30 A.M.	OPENING: FALL DAYTIME & COCKTAIL COLLECTION "Appointment With Fashion"--Fall collection of daytime and cocktail misses dresses at 10:30 and 1:30 daily. Contact: Muriel Morris, WI. 7-4077. Publicity: Ken R. Williams, JU. 6-8217.	A. GOODMAN & CO., INC.	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Beginning Monday May 21 10:30 A.M.	OPENING OF FALL COLLECTION Max Milstein's Fall collection of coats, suits and ensembles will be presented at 10:30 and 2:30 daily. Contact: WI. 7-4223.	MAX MILSTEIN, INC.	230 WEST 39TH STREET SHOWROOM - 9TH FLOOR
Beginning Monday May 21 1:00 P.M.	FALL DRESSES & NEW DIVISION OF PETITES Richard Cole will present the Fall collection, designed by Alan Phillips. Introduction of "Minuettes," a new group of petite cocktail dresses, designed by Miss Mercedes. Daily at 1:00 P.M. By invitation. Publicity: Ken R. Williams, 124 West 55th St., JU. 6-8217.	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Monday May 21 2:30 P.M.	PREVIEW OF FALL DRESS COLLECTION Jerry Parnis will preview her Fall dress collection. By invitation. Daily thereafter at 2:30 P.M. Publicity: Mildred Kaldor, TE. 8-1520.	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Monday May 21 2:30 P.M.	PRESS PREVIEW OF BRANELL FALL COLLECTION By invitation. ( <u>Note Change of Time</u> ). Trade beginning Tues., May 22 at 2:30 P.M. Contact: PE. 6-6983. Publicity: Eleanor Lambert, MU. 8-2130.	BLUMENSTEIN, ROSS & LENTZ, INC.	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

<u>MONDAY, MAY 21</u>			
Zoltan Rosenberg Co.	2:30 P.M.	550 7TH, LA.	4-6691
<u>TUESDAY, MAY 22</u>			
Adler & Adler, Inc.	10:30 A.M.	550 7TH, BR.	9-9600
Kane Weill.	10:30 A.M.	498 7TH, LO.	5-3041
Sport-Craft, Inc.	2:30 P.M.	550 7TH, LA.	4-9724
<u>WEDNESDAY, MAY 23</u>			
Davidow.	10:30 A.M.	550 7TH, PE.	6-6909
David M. Goodstein, Inc.	10:30 A.M.	498 7TH, LA.	4-2577

Monday May 21 4:00 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION Preview of Fall dress collection for press and buyers. By invitation. Daily thereafter at 10:30 A.M. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
--	--	---------------------	---



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 21 5:00 P.M.	PREVIEW: FALL COUTURE & BOUTIQUE COLLECTIONS Jane Derby's Fall couture and boutique collections in their new showroom. By invitation. Trade at 10:30 A.M., May 22, 23, 24, 25. Contact: Estelle Marr, LA. 4-9350. Publicity: Eleanor Lambert, MU. 8-2130.	JANE DERBY, INC.	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 22 9:00 A.M. Breakfast	PREVIEW OF FALL LEATHER FASHIONS "Leather - Key to Fall Fashion". By invitation. Continuous trade showings thereafter in showroom. Publicity: Mildred Kaldor, TE. 8-1520.	SAMUEL ROBERT (1407 BROADWAY)	HOTEL AMBASSADOR DIPLOMAT SUITE
Beginning Tuesday May 22 10:00 A.M.	OPENING OF FALL COLLECTION The Adele Simpson Fall collection will be presented at 10:00 A.M. By invitation and appointment. Contact: LA. 4-7626.	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 22 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Late day, cocktail and evening fashions, designed by Gina. By invitation. Trade May 23 at 10:30 A.M. daily. Contact: Bill Laird, LA. 4-8490.	EDWARD ABBOTT, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday May 22 11:00 A.M.	PREVIEW: FALL COAT AND SUIT COLLECTION By invitation. Trade showings, by appointment, at 10:00 A.M., June 5, 6, 7, 12, 13, 14, 19, 20. Publicity: Sally McKay, LO. 4-3246.	FOX COAT & SUIT CO.	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Beginning Tuesday May 22 11:30 A.M.	FALL COLLECTION BY MADELEINE FAUTH Madeleine Fauth will present her Fall collection May 22-25, and from Tues., June 5 at 11:30 A.M. Contact: Isabelle Crawford, BR. 9-7700.	CLOTHES FOR YOU, INC.	1400 BROADWAY SHOWROOM - 16TH FLOOR
Beginning Tuesday May 22 11:30 A.M.	OPENING: GIOVANNI ORIGINALS FOR FALL Showing of daytime, afternoon and cocktail fashions by Giovanni of Italy at 11:30 and 3:30 daily. Publicity: Lillian Lang, LA. 4-8770.	NATHAN & STRONG, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Tuesday May 22 11:30 A.M.	OPENING OF FALL DRESS COLLECTION Abe Schrader's Fall misses dresses, designed by Belle Saunders, will be shown daily at 11:30 A.M. Contact: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Tuesday May 22 12:00 Noon	OPENING: FALL SPORTSWEAR BY DOROTHY COX Preview of Fall sportswear collection, designed by Dorothy Cox. Daily thereafter at 12:00 Noon. Publ.: Ken R. Williams, JU. 6-8217.	TANNER OF NORTH CAROLINA	HOTEL YORK 488 7TH AVE.-6TH FL.
Tuesday May 22 12:00 Noon	OPENING OF FALL COLLECTION Daily at 12:00 Noon. Contact: WI. 7-0155.	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Tuesday May 22 1:00 P.M.	OPENING OF FALL JUNIOR COLLECTION Showing at 1:00 P.M. on May 22, 23, 24, 28, 29, by appointment only; from June 4 at 1:00 and 4:00 P.M. Contact: Ellen Rowsell, LO. 4-0462.	JUNIOR SOPHISTICATES	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday May 22 1:00 P.M.	OPENING: FALL DRESS COLLECTION Talmack's Fall dress collection, designed by John Moore, at 1:00 P.M. daily. By invitation and appointment only. Contact: BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday May 22 1:00 P.M.	OPENING OF FALL COLLECTION Elfreda will present their Fall collection, designed by Elgee Bove, at 1:00 P.M. daily. Contact: CH. 4-2659.	ELFREDA, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
Beginning Tuesday May 22 1:15 P.M.	OPENING OF FALL COLLECTION Fall collection at 1:15 P.M. daily. Contact: Dorothy Lambert, LO. 5-6453. Publicity: Barbara Yarosh at Alfred Davidson Associates, PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday May 22 2:30 P.M.	OPENING OF FALL COLLECTION Fall collection at 2:30 P.M. daily. For reservations, contact: LO. 4-2155.	CLAIRE McCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Beginning Tuesday May 22 2:30 P.M.	OPENING OF FALL COLLECTION Fall collection of misses dresses, sportswear, blouses and skirts at 2:30 P.M. daily. Contact: Mrs. Esther Reifer, OX. 5-4270.	J. R. McMULLEN CO.	530 SEVENTH AVENUE SHOWROOM - 28TH FLOOR
Tuesday May 22 2:30 P.M.	OPENING OF FALL COLLECTION Showing of misses costumes, suits and coats at 2:30 on May 22, 23, 24, 28, 31, June 5, and at 10:30 on June 6. Contact: LA. 4-6968.	MAURICE RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday May 22 3:30 P.M.	PREVIEW OF FALL SEPARATES COLLECTION By invitation only. Publicity: Terry Mayer, BR. 9-6560.	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday May 22 3:30 P.M.; 9:00 P.M.	ANNUAL STUDENT FASHION SHOW Admission: at 3:30 P.M., \$1.00 and \$3.00 (reserved); at 9:00 P.M., \$3.00 and \$5.00 (reserved). Contact: Elizabeth Rushmore, PL. 9-2214.	PARSONS SCHOOL OF DESIGN	410 EAST 54TH STREET
Tuesday May 22 4:00 P.M.	COCKTAIL DRESSES BY NEW FIRM Preview of Fall cocktail dresses. Continuous thereafter. Contact: CH. 4-8532.	CHARLES GLUECK	1400 BROADWAY SHOWROOM - 14TH FLOOR
Beginning Tuesday May 22 4:00 P.M.	OPENING OF FALL COLLECTION Harmay's Fall dresses, costumes and suits will be shown daily at 4:00 P.M. Publicity: Pauline Greene, BR. 9-5967 or PE. 6-5547.	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 22 5:00 P.M. Cocktails	ANNUAL "BLUE GRASS" PARTY Elizabeth Arden's annual "Blue Grass Party" for beauty editors and retail buyers. By invitation only. Contact: Publicity Dept., PL. 3-3410.	ELIZABETH ARDEN (681 FIFTH AVENUE)	ST. REGIS HOTEL ROOF
Beginning Tuesday May 22	OPENING OF FALL COAT COLLECTION Showing of Fall coats. By appointment. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday May 22	OPENING: FALL COCKTAIL AND FORMAL COLLECTION David Morris will present their Fall cocktail and formal collection at continuous daily showings. Contact: WI. 7-0511.	DAVID MORRIS CO.	525 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday May 22	OPENING OF FALL DRESS COLLECTION Continuous daily showings. Contact: Marty Goldberg, LO. 5-7540.	MAX LAWRENCE, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday May 23 9:00 A.M. Breakfast	TRICOSA OF PARIS FALL COLLECTION Fall collection of knit suits, coats, sweaters and dresses. Merchandising exhibit. By invitation. Publicity: Sue Gardner, LA. 4-6948.	FEDER FASHIONS (1410 BROADWAY)	HOTEL AMBASSADOR DIPLOMAT SUITE
Wednesday May 23 10:30 A.M.	OPENING OF FALL COAT & SUIT COLLECTION George Carmel will show Fall coats and suits at 10:30 A.M. daily. By invitation. Contact: Laurence Carmel, LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Wednesday May 23 10:30 A.M.	OPENING OF FALL SPORTSWEAR COLLECTION Showings on Wednesdays only at 10:30 A.M. Contact: LO. 4-7832.	COUNTRY CLOTHES	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday May 23 10:30 A.M.	FALL FASHIONS BY SYLVAN RICH Preview of Martini's Fall designer collection, followed by buffet lunch. By invitation. Showings daily at 10:30. Publ.: Mildred Kaldor, TE. 8-1520.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Wednesday May 23 2:30 P.M.	PRESS PREVIEW: FALL COLLECTION BY BRIGANCE Sportsmaker will present Brigance's Fall collection of blouses, dresses and separates for daytime and at-home. By invitation only. Trade show- ings on May 24, 25, 29, 31 and Tues., Wed., Thurs. thereafter at 2:30 P.M. Contact: LO. 3-1534.	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Wednesday May 23 2:30 P.M.	JUNIORS & PETITES-- FALL COLLECTION Showing at 2:30 P.M. on May 23, 24, 28, 31, June 4-7. Contact: LA. 4-0162.	IRA RENTNER, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Wednesday May 23 4:00 P.M.	PREVIEW OF FALL SUIT COLLECTION Preview for press and resident buyers. By invitation. <u>Trade at 10:00 A.M. from Thurs., May 24.</u> Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Wednesday May 23 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Fall coordinates, separates and dresses, designed by Jill Everhart. By invitation. Contact: WI. 7-5285. Publicity: Sidney Dee Bloeme, JU.6-4490.	HEATHERLANE	1385 BROADWAY SHOWROOM - 2ND FLOOR
Wednesday May 23 4:30 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Luis Estevez' Fall collection of dresses and costumes will be presented to the press. By invitation only. <u>Trade showings at 12:00 Noon from Thurs., May 24 in their showroom.</u> Publ.: Fhyllis Youngheart, LO. 4-5820.	GRENELLE-ESTEVEZ LTD. (550 SEVENTH AVENUE)	HOTEL AMBASSADOR DIPLOMAT SUITE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 23 7:00 P.M. Cocktails- Dinner	AMERICAN SPORTSWEAR DESIGN AWARDS DINNER Dinner honoring nominees and winners of American Sportswear Design Awards presented by "Sports Illustrated" Magazine. By invitation only. Contact: Eleanor Montville, JU. 6-1212.	SPORTS ILLUSTRATED	ST. REGIS HOTEL ROOF GARDEN
Thursday May 24 9:00 A.M. Coffee	PRESS PREVIEW: FALL READY-TO-WEAR Daytime, cocktail and evening fashions for Fall and Winter. Jewelry by Napier. By invitation only. Publ: Rosemary Sheehan, CI. 7-8060.	FONTANA OF ROME	HOTEL PLAZA SUITE 234
Thursday May 24 10:30 A.M.	PREVIEW OF FALL COATS AND SUITS Preview of Arthur Jablow's Fall coat and suit collection. By invitation. <u>Trade showings thereafter at 10:30 A.M. Publ: Rose Hilton, MU. 5-5133.</u>	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Thursday May 24 10:30 A.M.; 2:30 P.M.	OPENING OF FALL COLLECTION Tina Leser's Fall separates, dresses and sportswear will be shown daily at 10:30 and 2:30. Contact: Miss Nina, EL. 5-5540.	TINA LESER	23 WEST 57TH STREET SHOWROOM - 3RD FLOOR
Thursday May 24 10:30 A.M.	PREVIEWS OF FALL DRESS COLLECTION Preview of Fall cocktail and evening dresses; also, Fri., May 25 at 4:00. By invitation. <u>Continuous trade showings from June 4.</u> Contact: WI. 7-6845.	SEMONT	525 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday May 24 12:00 Noon	COSMETICS DIVISION LUNCHEON MEETING Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR GRAND BALLROOM
Beginning Thursday May 24 2:30 P.M.	OPENING OF FALL COLLECTION Showing of Clare Potter's Fall collection at 2:30 on May 24, 28, 29 and June 4 - 7. By invitation. Contact: Lorraine Kehoe, FE. 6-4167.	CLARE POTTER, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Thursday May 24 2:30 P.M.	PREVIEW OF FALL COLLECTIONS Preview of Fall collections, designed by Stefan. By invitation. <u>Daily trade showings from Tues., June 5.</u> Contact: Isabelle Crawford, BR. 9-7700.	BRIARBROOK & BIRCHBROOK	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Thursday May 24 3:00 P.M.	PREVIEW OF FALL DRESS COLLECTION Fall dress collection for press and resident buyers. <u>Trade from Tues., June 5 at 12:00 Noon (luncheon) daily.</u> Publ: Peggy Cantor, CH. 4-3488.	SEYMOUR JACOBSON, INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Thursday May 24 4:00 P.M. Cocktails	PREVIEW: SPORTSWEAR BY GRETA PLATTRY Preview of Fall sportswear and separates. By invitation. Continuous showings thereafter in showroom. Publicity: Margaret Hodge, FL. 5-7630.	PLATTRY COUNTRY WEAR (498 SEVENTH AVENUE)	HOTEL AMBASSADOR BALLROOM
Thursday May 24 4:00 P.M.	PREVIEW OF FALL DRESSES BY KASPER Daytime and cocktail dresses at 4:00 P.M. daily. Contact: CH. 4-3914.	ARNOLD-FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday May 25 8:30 A.M. Breakfast	PREVIEW OF FALL COLLECTION Charles Gelatt will preview their cocktail and evening fashions to press and buyers. By invitation only.	CHARLES GELATT, INC.	HOTEL PIERRE BALLROOM FOYER
Friday May 25 11:00 A.M.	PREVIEW OF FALL COLLECTION Showings also May 28, 31 and June 5 at 10:30 A.M. By invitation only. Publicity: Marian Mitchell, WI. 7-4968.	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Friday May 25 12:00 Noon Luncheon	PRESS PREVIEW OF FALL DRESSES Lee Claire will preview their late day, cocktail and evening dresses to the press. ( <u>Note Change of Time.</u> ) By invitation. <u>Daily trade showings at 12:00 Noon from Mon., May 28.</u> Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FL.
Friday May 25 3:30 P.M. Cocktails	PREVIEW OF FALL DRESS COLLECTION Preview of Fall dresses for the 5'5" and under. Trade showings June 5, 6, 7 at 3:00 P.M.; continuous thereafter. Contact: Isabelle Crawford, BR. 9-7700.	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR
Beginning Monday May 28 10:30 A.M.	FALL OPENING: COATS AND SUITS Fall coats and suits will be shown Monday, May 28; also <u>June 1, 5 and 8</u> , at 10:30 A.M. By invitation and appointment only. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM
Monday May 28 11:45 A.M.	DEBUT OF NEW BOUTIQUE FASHIONS "Miss Martini" by Sylvan Rich will be previewed to press and buyers, followed by buffet lunch. By invitation. Publ.: Mildred Kaldor, TE. 8-1520.	"MISS MARTINI" BY SYLVAN RICH	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Monday May 28- May 29 12:00 Noon Luncheon	OPENING: FALL COAT AND SUIT COLLECTION "Things Look Good For Fall, 1956"--showing of Louis Goldstein's coats and suits; and at 12:00 Noon daily from Mon., June 4. By invitation and appointment. Contact: Dorothy Levine, CH. 4-3512.	LOUIS GOLDSTEIN & CO.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Tuesday May 29 11:00 A.M.	PREVIEW OF FALL COATS AND SUITS Preview for press and resident buyers of Frank Gallant Originals -- coats and suits for Fall. By invitation. <u>Trade showings from Tues., June 5 at 11:00 A.M.</u> Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Tuesday May 29 2:30 P.M.	OPENING OF FALL COAT COLLATION Showing on Tuesdays only at 2:30 P.M. Contact: LO. 4-7832.	SPORTLEIGH	533 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
May 30	MEMORIAL DAY--Legal Holiday (Wednesday).		
Monday June 4 12:00 Noon Luncheon	PARIS BOUSES-- ORIGINALS AND COPIES "Blouse and Skirt Spectacular"--The Nat'l Ass'n of Blouse Mfrs., Inc., and the Nat'l Skirt and Sportswear Ass'n, Inc. will present Paris originals and their adaptations, and other leading fashions from Fall collections. By invitation only. Publ.: Ruth Hammer Assoc., EL. 5-7872.	NAT'L ASS'N OF BLOUSE MANUFACTURERS, INC.	HOTEL PLAZA BALLROOM